

Amendments to the Claims:

Please cancel claims 1-9.

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-9(Canceled).

10 (Original). An apparatus for measuring the face angle of a golf club, a golf club head or a face component, the apparatus comprising:

a base;

a base plate assembly positioned on the base, the base plate assembly capable of X-Y movement relative to the base;

a non-contact displacement measuring assembly comprising a face center locating device, a plurality of non-contact displacement measuring devices, a vertical movement device and a horizontal movement device, the non-contact displacement measuring assembly positioned on the base forward of the base plate assembly;

a lie adjustment assembly positioned on the base rearward of the base plate assembly, the lie adjustment assembly comprising a lie scale plate, an arm and a guide support plate;

a shaft support assembly attached to the guide support plate of the lie adjustment assembly, the shaft support assembly comprising a shaft support arm and a shaft support device with an aperture;

a shaft center sensor assembly attached to the arm of the lie adjustment assembly above the base plate assembly; and,

an operator interface terminal positioned on the base.

11 (Original). An apparatus for measuring the face angle of a golf club, a golf club head or a face component, the apparatus comprising:

a base;

a base plate assembly positioned on the base, the base plate assembly capable of X-Y movement relative to the base;

non-contact displacement means for measuring the face angle of the golf club, the golf club head or the face component, the non-contact displacement measuring means positioned on the base forward of the base plate assembly;

means for simulating the lie angle of the golf club, golf club head or face component, the simulating means positioned on the base rearward of the base plate assembly;

means for centering a shaft of the golf club or a mandrel of the golf club head or face component, the centering means positioned above the base plate assembly; and

means for operator interface, the operator interface means positioned on the base.